

ORDER



Orders
Order / Rev: 215531
Alt Order #: 6865258
Product Desc: STAND UP FOR DEMOC.
Estimate:
Flight Dates: 10/22/12 - 10/29/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: REG

Primary AE: Petry Atlanta
Sales Office: P-ATL
Sales Region: Nat

Agency
Name: Luc Inc
Buying Contact:
Billing Contact:
 25 Whitlock Place
 Marietta, GA 30064

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Stand Up For Democracy
Demographic: A25+
Product Codes: PL2
Priority: P4
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2865/SP5324/AL1078/MO964

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$14,950.00	\$12,707.50
10/29/12	10/29/12	3	\$3,150.00	\$2,677.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$14,950.00	\$12,707.50	0.00
November 2012	3	\$3,150.00	\$2,677.50	0.00
Totals	19	\$18,100.00	\$15,385.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Atlanta			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	36%	\$18,100.00
Market	100%	\$50,277.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	6%	\$3,016.67
WTLJ	0%	\$0.00
WWMT	30%	\$15,083.33
WXMI	5%	\$2,513.89
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	23%	\$11,563.89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/22/12	10/26/12	Today Show M-F	CM	658-9a	MTWTF--	:30	2	\$1,350.00	P3	0.00	NM	2	\$2,700.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			2		\$1,350.00		0.00				

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Advertiser: POL/Stand Up For Democracy
 Product Desc: STAND UP FOR DEMOC.
 Estimate: WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/22/12	10/26/12	Today Show M-F Today Show	CM	658-9a	MTWTF--	:30	2	\$1,350.00	P3	0.00	NM	2	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			2		\$1,350.00		0.00				
N 2	WOOD	10/22/12	10/26/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	MTWTF--	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			2		\$1,500.00		0.00				
3	WOOD	10/24/12	10/24/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--W----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----			1		\$1,500.00		0.00				
4	WOOD	10/26/12	10/26/12	LN M-F M-F News 8 @ 11	CM	11-1135p	----F--	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$1,500.00		0.00				
5	WOOD	10/27/12	10/27/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$1,200.00		0.00				
6	WOOD	10/28/12	10/28/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$1,600.00		0.00				
N 7	WOOD	10/22/12	10/26/12	M-F 2-3p Rachael Ray	CM	2-3p	MTWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			2		\$300.00		0.00				
8	WOOD	10/22/12	10/26/12	M-F 3-4p Dr Oz	CM	3-4p	MTWTF--	:30	3	\$400.00	P3	0.00	NM	3	\$1,200.00
DR OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			3		\$400.00		0.00				
9	WOOD	10/22/12	10/26/12	M-F 4-5p Ellen	CM	4-5p	MTWTF--	:30	3	\$550.00	P4	0.00	NM	3	\$1,650.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			3		\$550.00		0.00				
N 10	WOOD	10/29/12	10/29/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$1,350.00	P3	0.00	NM	1	\$1,350.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$1,350.00		0.00				
N 11	WOOD	10/29/12	10/29/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	M-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$1,500.00		0.00				
N 12	WOOD	10/29/12	10/29/12	M-F 2-3p Rachael Ray	CM	2-3p	M-----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$300.00		0.00				
													Totals	19	\$18,100.00